




# Menu of nSight Marketing Services

## Top five asked-for projects by Association Executives:

1. **Improving Communications With Members** – With the membership in mind, we look at all association methods of communications and offer recommendations for improving the connection with members. Consider this when you want to be sure your materials and communications are as clear and concise as possible – to get more of your members’ attention. [Click here for more information](#) 
2. **Thoughtful Writer’s workshop** – The Writer’s Workshop helps the Association AE and staffs learn how to write more effectively to gain more member attention. This workshop uses the Association’s actual writing as samples, in addition to real estate industry best practices. Many AEs use this for overall staff development. [Click here for more information](#)
3. **Building a Collaborative Association Staff** – Most association staffs cooperate nicely, and follow the lead of the AE. Some are just plain unfamiliar with the definition of *collaboration*, which encourages differences, disagreements, and even healthy conflict. This session helps your staff learn how to develop from individual job function to working together. The result is a staff that generates new ideas and solves problem on their own create new value for your membership. [Click here for more information](#) 
4. **Marketing Plan Development and Project Management** – This means an extra set of hand for a special project or to solve a unique problem; from rebuilding a website, to growing the commercial division, or building a local association campaign. We work with you, specific staff members or even board members to develop a plan; then help execute if needed.
5. **Member surveys** – Marketing begins with the *customer*. The member survey is a tool to gain direct input. It is used to improve areas of service and communication. The feedback is the basis for future planning considerations. Once the results are compiled, the resulting information helps you, your staff, and even your Board of Directors understand the *voice of the member*. The results are translated into key actions to improve communications and services to create more valuable for your members. 

***It is my commitment to raise the level of skill, communication and enthusiasm of an Association staff. It is all with the aim to help you - the Association CEO - realize your business objectives.***

*Melynn Sight is a marketing consultant dedicated to the success of Real Estate Associations. Her 25 years of marketing experience and Association focused-work helps you put your best face forward to your members. Melynn is focused on helping you create and deliver your promise by developing your staff's skills so that they can carry forward the implementation of the marketing plan.*